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The Proceedings of the 2019 Conference



Sustainable Development of Africa:

Trade not Aid



**Kwame Nkrumah University of Science and Technology, Kumasi
Ghana**

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Academy of International Business Africa Conference

"Sustainable Development of Africa: Trade not Aid"

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ABSTRACTS

⁵Elephant and Dragon in Africa: Evidence of China and India FDI in Sub-Sahara Africa

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This paper investigates in comparative perspective the behaviour and strategies of Chinese and Indian manufacturing and service firms in Sub-Saharan Africa. We compare the motivations, sectoral distribution, corporate governance and ownership, and linkage with local African firms. Our study has four major findings. First, on motivations for investment, the Chinese and Indian manufacturing and service firms in SSA aim to target local market. Second, on the sectoral distribution of FDI, both Chinese and Indian firms focus on labour-intensive sectors over which they have ownership advantages, while Chinese firms focus more on textile and garments, and Indian firms in chemicals and retail and wholesale. Third, on the governance forms of the firms, both the Chinese firms and Indian firms show a strong preference for wholly owned ownership and greenfield investment, both relying on their own managers in business operations. Forth, on linkages with local firms, both Chinese and India firms extensively use international suppliers to source their production inputs, because local suppliers are less competitive in terms of product quality and price. However, Indian firms have relatively greater involvement with external networks and have more overseas and local suppliers. They also have a stronger tendency to transfer knowledge to local firms compared to Chinese firms..

⁶Cross-cultural Training and Expatriate Adjustment- A study of Asian Expatriates on Assignment in Nigeria

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The upsurge in the globalization of business enterprises has prompted many business managers to engage in operations across the geographical frontiers of their countries. Given that the key indicators for evaluating the performances of expatriate workers and managers from selected Asian countries in Nigeria reveal that a high proportion of such expatriate vacate their positions without completing their assignments either due to poor performance or inability to adjust to the Nigerian culture. As such, such challenges can be successfully tackled if adequate preparations are made through sound cross-cultural training (CCT). The qualitative data on which this research is grounded was acquired through semi-structured interviews with Asian expatriate workers and managers in Nigeria from January 2018 to